DOCUMENT RESUME

ED 078 651 EM 011 188

TITLE	Instructional Television Survey. KLRN TV. Channel 9. 1972-1973.
INSTITUTION	Southwest Texas Educational Television Council, Austin.
PUB DATE	73
NOTE	13p.
EDRS PRICE	MF-$0.65 HC-$3.29
DESCRIPTORS	*Annual Reports; Educational Television; Elementary Schools; *Instructional Television; Secondary Schools; Surveys; *Television; *Television Surveys; Use Studies
IDENTIFIERS	Austin; *KLRN TV; San Antonio; Texas

ABSTRACT

The annual instructional television (ITV) survey of KLRN-TV, Channel 9 in San Antonio-Austin, Texas, reports on the usage of ITV services in 46 school districts. Information is presented on the number of teachers in these schools, the subjects they teach, the number who use ITV, and the reasons for non-usage of ITV. The frequency of usage for each of 35 programs is detailed, both for the 1972-73 school year and for the previous two years. Additional data relating to ITV usage and to the ratio of television sets to teachers shows that the utilization of ITV is greater where the ratio is higher and that teachers would take greater advantage of ITV services if they had a sufficient number of sets for their students. (PB)

ED 078651

Instructional Television Survey.

KLRN TV . CHANNEL 9.

1972 1973

Southwest Texas Educational Television Council
Austin, Texas 78712

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION
THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL NATIONAL INSTITUTE OF EDUCATION POSITION OR POLICY

EM 011 188

FILMED FROM BEST AVAILABLE COPY

CONTACT: Kit Fontaine

FOR RELEASE

ON OR BEFORE MAY 25, 1973

SURVEY RESULTS SHOW TEACHERS COULD USE MORE TVs

A recent survey of the 46 school districts served by KLRN-TV, Channel 9, of San Antonio and Austin indicated that more teachers would use television programs to supplement teaching if they had more television sets.

Taking the results of this year's annual television usage survey, the instructional staff of KLRN re-grouped schools and districts according to their utilization.

The staff found that the schools where teachers used TV in the classroom most had a high ratio of sets to teachers, while in schools with few working sets, teachers used television much less.

Thirteen districts or private schools had one hundred per cent utilization; that is, every teacher in these schools used instructional television within the school year.

In these schools more than three-fourths of the teachers (77%) have access to television sets at the same time.

In three secondary schools grouped together by the staff, 94 per cent of the teachers surveyed used KLRN programs during the year and 85.7 per cent of these teachers could use television at the same time.

In comparison a group of schools with less TV usage--44 per cent of the secondary teachers surveyed used instructional programs --had a ratio of less than one television set to every three teachers.

Among the elementary schools of the forty-six school districts the average television utilization is 76 per cent. Of the 76 per cent of teachers using television, only a little more than a third could use a television set at the same time.

KLRN-TV CHANNEL 9

INSTRUCTIONAL TELEVISION SURVEY RESULTS
SECONDARY SCHOOLS

1972-1973

~~DISTRICT~~ OVERALL COMPOSITE RESULT TOTALS

1. Number of teachers who completed survey: Language Arts 543; Social Studies 443; Science 383; Math 213; Special Ed. 79; Reading 35; Combination of subjects 94; Other 96.

   TOTAL 1890.

2. Total number of teachers who are using I.T.V. this school year 926. (48.9%)

   a. Number of teachers using I.T.V. frequently 188.

   b. Number of teachers using I.T.V. occasionally 740.

3. Number of teachers indicating reasons for non-usage of I.T.V. this school year:

   Unusable schedule 383; Programs not applicable 197; TV not accessible 253; Poor reception 75; Other 74.

4. Number of teachers utilizing approximate numbers of programs from each series, and total number of classes (sections) that view the programs.

	NO. OF PROGRAMS	TEACHERS USING	NO. OF PROGRAMS	TEACHERS USING	CLASSES VIEWING
INTERDISCIPLINARY					
Western Civilization	10-19	54	1-9	138	624
Humanities	6-11	37	1-5	124	499
Images and Things	10-18	17	1-9	64	236
LANGUAGE ARTS					
Electric Company	46-148	6	1-45	43	100
Matter of Fiction	8-15	53	1-7	116	511
Cover to Cover	9-16	15	1-8	43	160
Sashays in American Lit.	4-6	51	1-3	83	423
The Wordsmith	15-28	38	1-14	86	362
SOCIAL STUDIES					
Pilgrims to the West	3-4	44	1-2	49	317
What Is a Texan?	3-4	49	1-2	54	321
American Heritage	4-6	51	1-3	80	437
Project History	8-14	32	1-7	73	359
U.N. Report	8-14	16	1-7	59	236
Geography for the 70's	8-15	18	1-7	67	270
Today's Issues	7-12	33	1-6	69	342
Nobody But Yourself	4-6	19	1-3	27	140
Work Is for Real	5-8	18	1-4	22	112
The World This Week	18-35	17	1-17	51	237

SCIENCE	NO. OF PROGRAMS	TEACHERS USING	NO. OF PROGRAMS	TEACHERS USING	CLASSES VIEWING
Community of Living Things	10-19	43	1-9	84	429
Earth Science	7-12	29	1-6	70	343
Our Vanishing Wilderness	4-7	87	1-3	57	525
Mathematics	7-13	18	1-6	64	270
Physics Demonstrations	9-17	30	1-8	54	281
SPECIALS	4-7	70	1-3	0	185

5. Number of teachers who viewed programs from various TEACHER IN-SERVICE series:

August Previews/Workshop Programming 155
A Process Approach to Science Instruction 39
Images and Things In-Service 67
Introduction to Linguistics 60

KLRN-TV CHANNEL 9

INSTRUCTIONAL TELEVISION SURVEY RESULTS
ELEMENTARY SCHOOLS

1972-1973

~~DISTRICT~~ OVERALL COMPOSITE RESULT TOTALS

1. Number of teachers who completed survey: Kindergarten 195 ; First 506 ; Second 552 ; Third 477 ; Fourth 383 ; Fifth 311 ; Sixth 140 ; Comb. of Grades 141 ; Lang. Arts/Soc. Studies 219 ; Science/Math 123 ; Music/Art 115 ; Spec. Ed. 167 ; L.L.D. 35 ; Reading 41 ; Library 18 ; Ungraded 160 ; Comb. of Subjects 436 ; Other 98 . TOTAL 4151 .
2. Total number of teachers who are using I.T.V. this school year 3152 . (75.9%)
   a. Number of teachers using I.T.V. frequently 1780 .
   b. Number of teachers using I.T.V. occasionally 1372 .
3. Number of teachers indicating reasons for non-usage of I.T.V. this school year: Unusable schedule 366 ; Programs not applicable 124 ; TV not accessible 254 ; Poor reception 116 ; Other 141 .
4. Number of teachers utilizing approximate numbers of programs from each series.

	NO. OF PROGRAMS	TEACHERS USING	NO. OF PROGRAMS	TEACHERS USING
FINE ARTS				
Sing, Children, Sing (gr. 1-2)	8-14	901	1-7	253
Getting to Know Art (gr. 1-2)	8-15	635	1-7	289
You and Eye (gr. 3-6)	8-15	132	1-7	158
Images and Things (gr. 3-9)	10-18	140	1-9	199
Sounds of Our Times (gr. 3-6)	8-14	134	1-7	156
Specials (Music/Art, etc., gr. 5-12)	6-10	124	1-5	161
Zoom (gr. 3-6)	16-30	59	1-15	65
LANGUAGE ARTS				
Cover to Cover (gr. 3-6)	9-16	572	1-8	309
Electric Company (gr. 2-6)	75-148	549	1-74	618
The Wordsmith (gr. 3-9)	15-28	210	1-14	218
Matter of Fiction (gr. 6-9)	8-15	146	1-14	92
Humanities (gr. 7-12)	6-11	29	1-5	56
Sashays in Am. Lit. (gr. 6-9)	4-6	28	1-3	23

	NO. OF PROGRAMS	TEACHERS USING	NO. OF PROGRAMS	TEACHERS USING
SCIENCE				
All About You (gr. 1-2)	10-18	752	1-9	293
Neighborhood Explorers (gr. 1-2)	8-15	521	1-7	163
Animals and Such (gr. 3-6)	8-14	440	1-7	213
Community of Living Things (gr. 6-9)	10-19	133	1-9	157
Mathematics (gr. 5-8)	7-13	63	1-6	92
Our Vanishing Wilderness (gr. 6-12)	4-7	234	1-3	136
Earth Science (gr. 6-9)	4-6	103	1-3	87
Physics Demonstrations (gr. 6-9)	9-17	20	1-8	45
SOCIAL STUDIES				
What's New? (gr. 2-6)	54-107	237	1-53	501
Breakthru (gr. 3-6)	9-17	609	1-8	239
Pilgrims to the West (gr. 6-9)	3-4	119	1-2	79
What Is a Texan? (gr. 6-9)	3-4	175	1-2	88
American Heritage (gr. 6-9)	4-6	95	1-3	64
Project History (gr. 6-9)	8-14	22	1-7	38
Western Civilization (gr. 6-12)	10-19	38	1-9	34
Geography for the 70's (gr. 5-9)	8-15	80	1-7	88
U.N. Report (gr. 6-12)	8-14	22	1-7	45
Nobody But Yourself (gr. 5-9)	4-6	55	1-3	45
The World This Week (gr. 6-12)	18-35	27	1-17	72
Today's Issues (gr. 7-12)	7-12	33	1-6	36
Work Is for Real (gr. 5-9)	5-8	60	1-4	60
SPANISH				
Carrascolendas (gr. K-2)	31-60	418	1-30	194
Intermediate Spanish (gr. 3-6)	31-60	67	1-30	49

5. Number of teachers viewing programs from various TEACHER IN-SERVICE series:

August Previews/Workshop Programming 463
A Process Approach to Science Instruction 153
Carrascolendas In-Service 212
Images and Things In-Service 133
Introduction to Linguistics 131

OVERALL RANKING OF INSTRUCTIONAL SERIES AS PER NUMBER OF CLASSES VIEWING THE PROGRAMS IN THE SERIES FOR 1972-1973, WITH RANKING AND NUMBER OF CLASSES FOR 1970-1971 AND 1971-1972 FOR PURPOSES OF COMPARISON.

Ranking for 72-73		NUMBER OF CLASSES VIEWING	
	72-73	71-72	70-71
		(Numbers in parentheses indicate ranking previous years)	
1. Electric Company	1267	----	----
2. Sing, Children, Sing	1154	1114 (1)	1238 (1)
3. All About You	1045	967 (3)	1081 (2)
4. Cover to Cover	1041	1013 (2)	989 (5)
5. Getting To Know Art	924	848 (5)	1000 (4)
6. Our Vanishing Wilderness	895	707 (8)	----
7. Breakthru	848	not listed on survey	753 (10)
8. The Wordsmith	790	768 (7)	916 (6)
9. Matter of Fiction	749	673 (9)	529 (12)
10. What's New?	738	820 (6)	1048 (3)
11. Community of Living Things	719	----	----
12. Western Civilization	696	957 (4)	----
13. Neighborhood Explorers	684	644 (10)	809 (7)
14. Animals and Such	653	----	----
15. Carrascolendas	612	402 (21)	----
16. American Heritage	596	----	----
*17. Humanities	584	----	----
*17. What Is A Texan?	584	536 (13)	----
18. Images and Things	575	262 (28)	----
19. Pilgrims To The West	515	466 (16)	----
20. Earth Science	533	443 (17)	----
21. Sashays In American Lit.	474	521 (14)	362 (15)

22. Geography for the 70's	438	440 (18)	296 (22)
23. Math	425	----	----
24. Project History	419	538 (12)	355 (16)
25. Today's Issues	411	474 (15)	374 (14)
26. Physics	346	390 (26)	----
27. The World This Week	336	351 (25)	340 (18)
28. U.N. Report	303	----	----
*29. Sounds of Our Times	290	Sing Along w. Me 366 (23)	182 (25)
*29. You And Eye	290	Intermediate Art 407 (20)	242 (24)
30. Nobody But Yourself	240	236 (31)	----
31. Work Is For Real	232	----	----
32. Zoom	124	----	----
33. Intermediate Spanish	116	95 (36)	85 (26)

* Tie

PERCENTAGE OF INCREASE OR DECREASE OF NUMBER OF CLASSES VIEWING THE PROGRAMS IN THE INSTRUCTIONAL SERIES BETWEEN 1971-1972 and 1972-1973.

Sing, Children Sing	+3.4%
All About You	+7.5%
Cover to Cover	+2.7%
Getting To Know Art	+8.3%
Our Vanishing Wilderness	+21.1%
The Wordsmith	+2.8%
Matter of Fiction	+10.2%
What's New?	-10%
Western Civilization	-27.3%
Neighborhood Explorers	+5.9%
Carrascolendas	+34.4%
What Is A Texan?	+8.3%
Images And Things	+54.5%
Pilgrims To The West	+9.6%
Earth Science	+16.8%
Sashays In American Lit.	-9.1%
Geography For The 70's	-05%
Project History	-22.2%
Today's Issues	-9.1%
Physics Demonstrations	+16.2%
The World This Week	-4.3%
Nobody But Yourself	+1.7%
Intermediate Spanish	+18.2%

CHART SHOWING THE PERCENTAGE OF ELEMENTARY USAGE OF INSTRUCTIONAL TELEVISION FOR 1972-1973, THE NUMBER OF TELEVISION SETS IN THE ELEMENTARY SCHOOLS, THE NUMBER OF TEACHERS IN THE ELEMENTARY SCHOOLS, AND THE RATIO OF TV SETS TO ELEMENTARY TEACHERS, FOR EACH KLRN PARTICIPATING SCHOOL DISTRICT SURVEYED. THESE FACTS WERE THE BASIS FOR THE ARTICLE ABOUT MORE TV SETS BEING NEEDED IN ORDER TO INCREASE UTILIZATION.

DISTRICT	% ELE. USAGE	# TV SETS	# TEACHERS	RATIO SETS/TCHERS
Alamo Heights I.S.D.	90%	102	121	84%
Alice I.S.D.	90%	36	131	27.5%
Archdiocese of San Ant.	73%	54	70	77%
Austin I.S.D.	76%	400	1280	31.25%
Bandera I.S.D.	60%	10	16	62.5%
Bastrop County R.H.S.D.	100%	2	3	66.6%
Blanco I.S.D.	100%	6	12	50%
Buckholts I.S.D.	100%	4	10	40%
Burnet I.S.D.	83%	14	26	53.8%
Diocese of Austin	78%	17	19	89.4%
Diocese of Corpus Christi	100%	1	4	25%
Dripping Springs I.S.D.	54%	5	26	19.2%
Eanes I.S.D.	68%	5	29	17.2%
Flatonia I.S.D.	88%	2	11	18.2%
Ft. Sam Houston I.S.D.	92%	35	37	94.5%
Fredericksburg I.S.D.	84%	22	44	50%

DISTRICT	% ELE. USAGE	# TV SETS	# TEACHERS	RATIO SETS/ TEACHERS
Goliad I.S.D.	44%	13	26	50%
Harlandale I.S.D.	83%	211	318	66.3%
Houston Terrace Baptist	100%	2	2	100%
Immanuel Lutheran	83%	1	8	12.5%
Lackland I.S.D.	100%	24	23	100%
Leander I.S.D.	78%	16	28	57%
Luling I.S.D.	70%	21	31	67.7%
Mason I.S.D.	65%	9	18	50%
Medina I.S.D.	40%	2	5	40%
Navarro I.S.D.	78%	1	8	12.5%
North East I.S.D.	90%	155	387	40%
Northside I.S.D.	74%	141	464	30.3%
Paige I.S.D.	100%	2	2	100%
Prairie Lea I.S.D.	44%	1	10	10%
Randolph I.S.D.	100%	13	31	41.9%
Redeemer Lutheran	89%	8	12	66.6%
Round Rock I.S.D.	85%	26	35	74.2%
St. Luke's Episcopal	100%	9	10	90%
St. Mark's Episcopal	67%	4	4	100%
San Antonio I.S.D.	64%	359	1556	23%
San Marcos I.S.D.	100%	71	72	97%
South San Antonio I.S.D.	86%	91	207	44%
Taylor I.S.D.	69%	24	42	57.1%
Thrall I.S.D.	63%	4	11	36.3%
Trinity Lutheran	100%	1	2	50%

DISTRICT	% ELE. USAGE	# TV SETS	# TEACHERS	RATIO SETS/ TEACHERS
United Day School	100%	6	6	100%
Waelder I.S.D.	100%	5	10	50%
Yorktown I.S.D.	92%	7	20	35%
Zion Lutheran	25%	1	4	25%
TOTALS/AVERAGE		1936	5200	37.2%